



Media Release

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Building Resilient Inclusive Communities (BRIC) Funding Enhances Safe Crossing in Yakima County

Yakima, WA- The National Association of Chronic Disease Directors, along with Centers for Disease Control and Prevention's Division of Nutrition, Physical Activity, and Obesity and the Division of Population Health, worked with 20 state health departments and other organizations to implement the Building Resilient Inclusive Communities (BRIC) program. Funding through the BRIC program would help state health departments address health risk factors, such as food and nutrition security and improving safe physical activity access.

Washington State Department of Health gave the Yakima Health District an opportunity to utilize BRIC funding to increase safe physical activity access in high need areas in Yakima County. The Yakima Health District (YHD) has been able to provide funding to local projects that align with this mission. Previously, YHD was able to provide funds to the Yakima Greenway to purchase washed and screened playground chips for the Rotary Playground at the Greenway. This funding went to maintaining a safe environment for children to play.

Most recently, the City of Yakima applied for funding through the Building Resilient Inclusive Communities (BRIC) grant. They were awarded \$10,000 to install a Solar Rectangular Rapid Flashing Beacon (RRFB) for pedestrian crossing at Fair Ave. and Race St. Community concern around safe pedestrian crossing has led to the installation of the RRFB in this area to help with safe crossing, increase visibility and awareness of pedestrians and bicyclists, and overall encourages a healthier active lifestyle for the community members. According to the [U.S. Department of Transportation Federal Highway Administration](#), a Rectangular Rapid Flashing Beacon can reduce pedestrian crashes by 47% and increase yield to pedestrian rates by 98%.

How to Apply for Building Resilient Inclusive Communities (BRIC) Funding

Community-based organizations, local municipalities, schools, and other agencies can apply for Building Resilient Inclusive Communities (BRIC) grant through the Yakima Health District to improve and increase safe physical activity access. For organizations interested, visit the [Yakima Health District website](#) for more information. To apply, organizations can reach out to Jessica Van Doren, Community Health Specialist at the Yakima Health District:

Jessica.vandoren@co.yakima.wa.us.

Quotes

"The Building Resilient Inclusive Communities grant gives local agencies and organizations the opportunity to collaborate and leverage resources to increase safe physical activity opportunities in Yakima County. The most recent funding example was a multiagency collaboration effort that is enhancing the environment and making activity in the community safer and easier for all. We strongly encourage agencies that share the same vision to apply and visit our [website](#) for more information." – Andre Fresco, Executive Director, Yakima Health District

"Having two schools and a park creates lots of activity. As important as exercise is, so is safety to and from the home. Having an RRFP installed at this location will provide safe crossing for Washington Middle School and Adams Elementary students as well as Martin Luther King Jr. Park visitors. We are proud to have been able to assist in addressing local community members' needs." - Jessica Van Doren, Community Health Specialist, Yakima Health District

"Finding funding opportunities to pay for these safety measures can be challenging. However, the City of Yakima appreciates the support and partnership provided by the Yakima Health District to enhance pedestrian safety and increase walkability in our community." -Randy Beehler, Communications and Public Affairs Director, City of Yakima

Additional Information

[Yakima Health District Building Resilient Inclusive Communities \(BRIC\) Grant](#)



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